

A photograph of two women sitting at a wooden table, looking at a laptop. The woman on the left is wearing a black leather jacket and has a small cross tattoo on her left wrist. The woman on the right is wearing a black long-sleeved shirt and a watch. They are both smiling and appear to be in a collaborative work environment. In the background, there is a white wall with a framed abstract painting.

8x8

# Experience is Everything

Modern communications experiences  
power agility for insurers

# In insurance, experience is everything.

Insurance markets are in a perpetual state of change as the industry continues to evolve. Business agility is crucial to meet challenges from climate change, cyber threat, hybrid working, disruptive market entrants, and increasing demands for seamless policyholder interactions. As insurance becomes more commoditised, the experience delivered is critical to success.

# Enhanced customer experience

Customer experience (CX) is the bedrock of customer loyalty. Policyholders expect frictionless interactions and fast, efficient communication via their preferred method, either by voice, email, SMS or chat apps. Cloud-based communications enhance the claims experience for policyholders, and ensure a smoother process for claims professionals and brokers.

## 86%

of insurers say smooth broker and policyholder journeys are important or very important.

**Source:** PwC Transforming the London Market

## 58%

of insurers plan to migrate more than half of their CRM apps to the cloud.

**Source:** Insurtech Exploring Cloud Migration Insurance



# Better EX generates better CX

The link between employee experience (EX) and customer satisfaction is especially strong in insurance companies. Cloud-based communications and contact centre technology helps to maintain the strong relationships that play a vital role in the employee experience.

The advantages of a single provider solution for UC and CC are outstanding:

**37%**

Boost in agent efficiency

Source: Metrigy Research (Solve X v4)

**57%**

Customer rating improvement across all customer touchpoints

Source: Metrigy Research (Solve X v4)



## Agility initiatives

Insurance companies have to be agile to meet challenges from new risks, from flooding due to climate change to threats from cyberattacks. Data analytics show the direction of travel and empower new product development. Businesses with a composable approach outperform the market in revenue growth, reduced risk, and lower costs.

**80%**

is the competitive advantage of a composable business

Source: Gartner

**7x**

An agile business can be 5–7x faster to market

Source: McKinsey Scaling agility: A new operating model for insurers

## Collaborative working

Working in siloes benefits no one. Relationships and collaboration are key to innovation in insurance. Internal and external collaboration is enhanced by communication experiences tailored for adjusters, assessors, customer-facing agents, internal teams, and partners.

**62%**

of brokers would consider partnering with others, especially new start-ups

Source: Forbes

**75%**

of insurers are considering collaboration to improve CX

Source: Forbes

# Workplace flexibility

Communications experiences geared to improve CX and EX through contact centre and employee connectivity enable insurers to make a purposeful shift towards flexible working without a drop in productivity.

**93%**

of insurance businesses in EMEA plan to offer a form of hybrid work model

Source: Statista Research

**75%**

of activities and tasks can be done remotely without loss of productivity

Source: McKinsey Global Institute



# The **8x8 eXperience Communications Platform™** helps insurers increase agility, resiliency, and collaboration in order to deliver great customer experiences and meet clients' digital demands.

## **Affordable cloud communications**

Up to 30% lower costs than traditional systems

## **Greater flexibility**

Modern mobile and desktop apps keep customers and employees connected

## **Secure and reliable**

End-to-end encryption for all communications and devices

## **Easy setup and configuration**

Simple, fast deployment and new user onboarding with 24/7 support

## **Enterprise Intelligence**

Analyse data for compliance, client insights, and agent performance

## **AI chatbots**

Streamline responses to policyholder queries

## **Secure conferencing and collaboration**

Secure high-definition audio and video conferencing, file sharing, and instant messaging

## **Call recording**

Listen to client calls and interactions for training and service improvement



## **FRED LOYA** **INSURANCE**

**“Loya Insurance needed its communications to be worry-free and easy to administer.”**

Mobashir Ahmed, IT Manager

Find out how 8x8 helped **Fred Loya Insurance** deliver outstanding customer service and reduce costs with a single platform for Unified Communications and Contact Centre across their 800 locations.



# Taking the next step

Whatever your company's unique needs are, 8x8 can help you tailor a flexible, powerful, cloud-based solution with integrated contact centre, voice, video, and chat. The 8x8 eXperience Communications Platform™ powers engaging, responsive communication experiences that delight customers and make your business more agile. As a complete solution, 8x8 delivers personalised experiences that boost employee productivity, guarantee platform-wide uptime, and lower costs.

To learn more, visit us at [8x8.com/uk](https://8x8.com/uk)

# About 8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software as a Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact centre, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Centre as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.

The logo consists of the text "8x8" in white, bold, sans-serif font, centered within a solid red square.

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